

TENNESSEE REGULATORY AUTHORITY



Sara Kyle, Chairman
Deborah Taylor Tate, Director
Pat Miller, Director
Ron Jones, Director

460 James Robertson Parkway
Nashville, Tennessee 37243-0505

October 14, 2002

Guilford F. Thorton, Jr.
BellSouth Advertising and Publishing
Suite 2800
424 Church Street
Nashville, TN 37219-2386

In Re: Petition of XO Tennessee, Inc. to Open a Contested Case Proceeding to Monitor Compliance with TRA Rules and Orders on Directory Covers

Docket No. 02-01106

Dear Mr. Thornton:

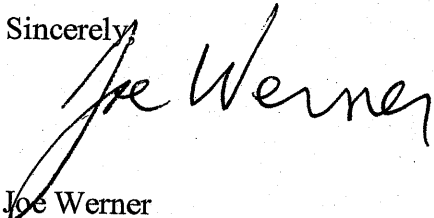
In order to assist the Authority in its review of the above-styled Petition, please provide responses to the following:

- (1) Provide copies of any contracts between BellSouth Telecommunications, Inc. and BAPCO that specify the terms for the price and appearance (including size, color, and location) of the name and logo of BellSouth Telecommunications, Inc. on the covers of the 2002 directories for Memphis and Nashville.
- (2) Provide copies of any contracts between BellSouth Telecommunications, Inc. and BAPCO that specify the terms for the price and appearance (including size, color, and location) of the name and logo of BellSouth Telecommunications, Inc. on the covers of the 2003 directories for Memphis and Nashville.
- (3) Provide copies of any contracts between any CLEC and BAPCO for the CLEC's appearance on the covers of any Tennessee directory published by BAPCO since 1998, including, but not confined to, the 1999 directories for Memphis and Nashville.
- (4) Explain how BAPCO determined the prices for a local exchange telephone company's appearance on the covers of the 2003 directories for Memphis and Nashville.
- (5) Explain how BAPCO determined the size, color, and location for a local exchange telephone company's appearance on the covers of the 2003 directories for Memphis and Nashville.
- (6) Did BAPCO permit CLEC names and logos to appear on the 1999 Memphis and Nashville directories in a larger format than the proposed 1 inch x .25 inch appearance on the 2003 directory cover layout for Memphis (see attached)? If so, explain why BAPCO reduced the size of the appearance.

- (7) Does the word "**BELLSOUTH**" as included in the logo on the 2003 directory cover layout for Memphis refer to BAPCO or to BellSouth Telecommunications, Inc.?
- (8) If the response to question no. 7 above is that the word "**BELLSOUTH**" on the 2003 directory cover layout for Memphis refers to BAPCO rather than BellSouth Telecommunications, Inc., explain why consumers will not confuse the word "**BELLSOUTH**" in BAPCO's logo with the same, distinctive "**BELLSOUTH**" font style that BellSouth Telecommunications, Inc. uses to identify itself.
- (9) Can the deadline for closing the 2003 Memphis and Nashville directories be extended? If so, how long can the directory-closing deadline be extended? Please explain any reasons for not extending the directory-closing deadline.

Please submit the requested information no later than October 18, 2002. Should you have any questions regarding this matter, please contact David Foster at (615) 741-2904, extension 188 or Arnie Reed at extension 207.

Sincerely,



Joe Werner
Chief of Telecommunications

Attachment

C: Sara Kyle, Chairman
Deborah Tate, Director
Pat Miller, Director
Ron Jones, Director

Advertising & Publishing

*The Real
White Pages*

Memphis, TN

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Communications Corporation

Search Online at

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Greater Memphis

Including Arlington, Barlow, Coleridge, Covington, Germantown, Millington,
Monroe, Summit, Shelby Forest & Sumerville
Also West Memphis & Marion, Arkansas; Hernando, Byhalia & Olive Branch,
Mississippi

Include customer listings for all local telecommunications companies.

Spine Size
1-7/16
PC 68658

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